

Job Description
East Coast Greenway Alliance
Communications Coordinator

January 2, 2015

The East Coast Greenway Alliance is developing a 2,900-mile route for safe cycling and walking throughout the Eastern Seaboard from Key West to Canada. Through completing and promoting this urban sister of the Appalachian Trail, we aim to transform our hundreds of communities into models of health, sustainability, and prosperity.

Position Description. The Communications Coordinator is a full-time position to raise the inspiring profile of the East Coast Greenway. She/he will be supervised by the Executive Director and will work closely with other staff including the Office Manager and Regional Coordinators. Some travel required.

Location: She/he most likely based in our headquarters in Durham, NC.

Responsibilities include:

1. Website content management at greenway.org
2. Lead and expand the organization's social media engagement
3. Engage relevant journalists throughout the corridor and develop and distribute press releases
4. Grant-writing
5. Preparing multi-media publications including our **Annual Report**, our **monthly e-newsletter**, and twice per year print newsletter and integrating infographics and video to convey the East Coast Greenway vision effectively.

Detailed Responsibilities

A. Website

1. Keep the online face of our organization fresh and inspiring!
2. Grow web visits from ~150,000 per year to 250,000+ per year within two years.
3. Coordinate blog posts to complement other media content.

B. Social Media

1. Coordinate effective engagement via Facebook, Twitter, and other platforms.
2. Continue quick growth of our social media network from 7,500 people today.

C. Monthly E-Newsletter

1. Develop excellent e-newsletters every month that give an inspiring update on greenway progress throughout our Maine to Florida corridor.
2. Grow e-newsletter subscribers from 20,000 to 30,000 within two years.

D. Media Relations

1. Develop press releases that share greenway progress in a compelling way with regional and national media outlets (from newspapers to radio to TV).
2. Track media coverage and foster its growth.
3. Cultivate relationships with relevant journalists to maximize media attention and raise the East Coast Greenway profile.

E. Publications

1. Develop Annual Report, monthly e-newsletters, and twice per year print newsletter conveying dramatic organizational and project progress.

F. Grant-writing to our foundation partners and prospects

G. Assist with other communications tasks as assigned

Qualifications:

- Passionate commitment to ECG mission.
- Strong sense of personal responsibility and integrity.
- Bachelor's degree required in a relevant field such as Journalism or Mass Communications.
- Three years or more of professional Communications experience.
- Demonstrated ability to work effectively and tactfully with a wide range of people and personalities to establish collaborative partnerships.
- Tenacity.
- Able to engage and motivate volunteers.
- Strong computer skills: Microsoft Word, PowerPoint, Excel, Adobe InDesign, Dreamweaver, Wordpress (database management, Adobe Illustrator, Photoshop, and video editing experience a plus).
- Entrepreneurial and strategic approach to work; takes initiative in problem solving; applies sound judgment.
- Excellent written and oral communication skills.
- Team player.
- Able to function in a fast-paced work environment; able to multi-task and work on several project deadlines simultaneously.
- Well-organized, self-motivated and independent worker: understands the need to develop weekly, monthly and annual work plans and to prioritize work on a daily basis. Takes record-keeping and file management seriously.
- High standards for professional work delivered on time and on budget.
- Nonprofit experience is preferred.

Salary: full-time competitive salary commensurate with experience.

Benefits include:

- 10 holidays
- 10 vacation days (increases to 15 after first year of service)
- 10 sick days
- 67% of premium cost for medical and dental insurance for the employee and 50% toward dependents via group policy.

How to apply: Interested candidates should send a cover letter (attn: Dennis Markatos-Soriano, Executive Director) detailing interest, preferred salary range, and qualifications with resume, a short writing sample, and three references attached to hire@greenway.org by January 31st, 2015.

The East Coast Greenway Alliance is an equal opportunity employer and seeks qualified candidates regardless of race, color, creed, gender, sexual orientation, age, disability, or national origin. We are committed to achieving an inclusive, diverse workplace that values every individual.